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## **MEDIA ADVISORY**

**For Immediate Release**  
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Massachusetts Department of Agricultural Resources  
Kicks Off the Holiday Season with Annual Tree-Cutting Ceremony

**WHAT:** Ceremonial tree-cutting to launch the 2007 holiday season and promote the purchase of Massachusetts-grown Christmas trees. The event includes free hot cider, coloring books, candy canes and cookies. The tree will be donated to a local needy family.

**WHO:** Acting Department of Agricultural Resources Commissioner Scott Soares  
Casey Vandervalk, Vice President, Massachusetts Christmas Tree Association

**WHEN:** **Friday**      **November 23, 2007**      **Time: 10 a.m.**

**WHERE:** Vandervalk Farm, 25 Lovell Street, Mendon

**DIRECTIONS:** Take Route 16 into Mendon. From Route 16, take Millville Road (at Shell Station) for 1.6 miles to Lovell Street on the left. The farm is a short distance on the right.

Massachusetts Christmas Tree Facts

- There are more than 350 Christmas tree farms in Massachusetts, on approximately 5,000 acres from Cape Cod to the Berkshires.
- With the average price of a Massachusetts-grown Christmas tree ranging from \$35 to \$50, sales total about \$1.8 million annually. Worcester County ranks first with 69 farms and over \$500,000 in gross sales.
- Popular varieties of Massachusetts-grown trees include Balsam, Concolor, Fraser, and Noble Fir; and Scotch and White Pine.
- Choosing a Massachusetts-grown tree helps preserve open space, and supports local agricultural employment.
- For more information and a list of Christmas Tree Growers, visit [www.mass.gov/agr/massgrown/xcare.htm](http://www.mass.gov/agr/massgrown/xcare.htm) or [www.Christmas-Trees.org](http://www.Christmas-Trees.org).

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